

## ORDER



Orders	Order / Rev:	705803 - 4	
	Alt Order #:	06272660	
	Product Desc:	OBAMA SCHED B	
	Estimate:	1596	
	Flight Dates:	08/11/12 - 08/17/12	Primary AE:
	Original Date / Rev:	08/10/12 / 08/16/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:	K Keuleman	
	Billing Contact:	3050 K St NW Washington, DC 20007	
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	WEEKLY
		Agency Commission:	15%
Advertiser	Name:	Obama/D/President	
	Demographic:	A35+	
	Product Codes:	PL-Presidential	
	Priority:	P-2	
	Revenue Codes:	AGY, GEN, POL	

## Bill Plan

Start Date	End Date	# Spots	Totals		Rating
			Month	# Spots	
08/06/12	08/12/12	4	\$24,160.00	\$20,536.00	0.00
08/13/12	08/19/12	28	\$20,340.00	\$17,289.00	

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/13/12	08/16/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:00 AM-6:30 AM)	MTWT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MTWT---		2				\$400.00		0.00			
2	WTSP	08/13/12	08/16/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:30 AM-7:00 AM)	MTWT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MTWT---		2				\$400.00		0.00			
3	WTSP	08/13/12	08/16/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWT---	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MTWT---		5				\$400.00		0.00			
4	WTSP	08/11/12	08/11/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$320.00	P-2	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$320.00		0.00			
5	WTSP	08/13/12	08/16/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a	M- W---	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M- W---		3				\$280.00		0.00			
6	WTSP	08/13/12	08/16/12	Price Is Right Price Is Right	CM	11a-12p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MTWT---		2				\$1,200.00		0.00			

Order / Rev: 705803 - 4  
 Alt Order #: 06272660  
 Flight Dates: 08/11/12 - 08/17/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED B  
 Estimate: 1596

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	08/13/12	08/16/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWT---	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 MTWT---															
8	WTSP	08/13/12	08/16/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWT---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 MTWT---															
9	WTSP	08/13/12	08/16/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWT---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 MTWT---															
10	WTSP	08/13/12	08/16/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWT---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 MTWT---															
11	WTSP	08/11/12	08/11/12	Sat 7-730p Sat 7-730p 10 News	CM	Sa 7-730p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/06/12 08/12/12 -----S-															
12	WTSP	08/12/12	08/12/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/06/12 08/12/12 -----S															
13	WTSP	08/13/12	08/16/12	730-8p Millionaire	CM	730-8p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 MTWT---															
14	WTSP	08/13/12	08/16/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWT---	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 MTWT---															
15	WTSP	08/17/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	-----F--	:30	1	\$8,000.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 -----F--															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 WTSP 08/13/12-08/19/12 Bucs Primetime Game 730-1030p -----F--- :30 (\$8,000.00) 0.00 NM															
<u>Credited</u>															
16	WTSP	08/13/12	08/16/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWT---	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 MTWT---															
17	WTSP	08/12/12	08/12/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/06/12 08/12/12 -----S															
19	WTSP	08/14/12	08/14/12	M-F 10-11a Studio 10	CM	10-11a	-T-----	:30	1	\$0.00	P-4	0.00	NM	1	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 -T----- 1 \$0.00 0.00															

Totals 32 \$24,160.00